



PAMELA RICHARDSON

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CONTENT DELIVERABLES THAT WIN

Top-notch corporate writing/editing that has contributed to multi-million dollar sales. Problem-solving skills that saved one company thousands of dollars in documentation management and distribution. Confidentiality, respect, and a sense of humor that engage co-workers, customers, production staff, and executives. I can bring all this and more to your organization. Let's discuss how I can enhance your success with my 20+ years of corporate communications experience and creative, upbeat approach.

EMPLOYMENT HISTORY

"Pam worked with us through a complex integration with an acquired company, ensuring we had proposals for each new service offering across the line of business. She also reached out proactively to update existing documents, so we remain in compliance and have the best documents at our team's disposal. Without her, we might have missed a larger issue and caused confusion with our sales teams! She truly has been valuable."

--Product Manager, Engineering - Advanced Services, Security, at Cisco Systems

CISCO SYSTEMS, INC. (Contract, via TEKsystems)

1798 Technology Drive, San Jose, CA 95110 (Remote - my home office)

December 2011 – Present

Communications/Technical Writer/Editor, Content Development

2017-present: Technical Services Global Go-to-Market Team. Writing, editing, formatting, proofreading of content for Sales workforce. Collateral includes sales blueprints, playbooks, Video-on-Demand scripts, FAQs, At-a-Glance documents, presentations, elevator pitches, email content, and more. I take the lead on some projects from the start; others come to me later in the process for line editing, proofing, formatting, and so on.

Content Lead/Project Manager

2011-2016: Proposal Experts Services. Developed content for Sales workforce.

◆ **SUCCESS STORY:**

Cisco Solution Support for Hosted Collaboration Solution (HCS) Proposal:

Fujitsu Services Limited implemented a full portfolio of UC services across all desktop and mobile devices. They chose Cisco HCS as their landmark service to drive innovation and help win new customer business in networking. This proposal was instrumental in illustrating the benefits of Solution Support for HCS to Fujitsu, to provide ongoing support for their solution.

Deal Value: \$157K USD.

MOTOROLA SOLUTIONS, INC.

1301 E. Algonquin Road, Schaumburg, Illinois 60196

April 2008 – November 2011

Proposal Manager, North American Proposal Center

Developed, edited, and oversaw division's responses to RFPs. Ran review team meetings (via conference calls with nation-wide personnel). Coordinated final approval, printing/duplication and customer distribution. Use of Outlook scheduling, conference bridges, NetMeeting, IM, and MS Office Suite. Some experience with Sant/Qvidian.

◆ **SUCCESS STORY:**

Cass County Proposal – Executive Summary: Rewrote basic overview; created a warmer customer focus and strengthened Motorola's win themes.

Result: Motorola won the bid for more than \$20 million USD.

**EMPLOYMENT
HISTORY**
(Continued)

BLUE CROSS AND BLUE SHIELD ASSOCIATION
225 North Michigan Avenue, Chicago, Illinois 60601-7680
September 1994-April 2008

Senior Consultant, Information Technology

Developed and edited software documentation, as well as in-house publications, presentations, surveys, and meeting materials. Served as Project Lead for manual updates distributed to national/international customer base. Created and maintained IT portion of BlueWeb, the official Blue Cross and Blue Shield intranet. Work included frequent interaction with C-level staff.

"I really appreciate your hard work and persistence. It came out a thousand times better than the original template. Great work!"

--Senior Product Manager, Engineering, at Cisco Systems

◆ **KEY CONTRIBUTIONS:**

Provided high-quality products to customers. Improved content clarity and ease of use (for example, helped provide online access via BlueWeb).

Enhanced IT Division's presence, professional image. Increased visibility by creating easy-access information about our services, for internal and external customers.

Resolved major documentation issue. Through research and discussion, reached recommendation for knowledge management tool.

Pam's work is of the highest quality and she is more than willing to do whatever is necessary to ensure that deadlines are met and that deliverables are of top quality. She is an excellent model for the other staff members.

– Excerpt from BCBSA Performance Evaluation

**FREELANCE /
PUBLISHED WORK /
OTHER**

ARTICLES (*print/online*): Include travel writing, film review, newsletter features, and instructional (MySpace Index). Samples available on request.

ACADEMIC JOURNAL PUBLICATIONS: Edited academic essays in field of telecommunications. Essays received high praise from professors and judges; accepted for publication. Completed editing, formatting, final proof/review of author's dissertation (*Chicago Manual of Style* and MLA guidelines).

FICTION: Short story published in *The Write City* e-zine (2012).

RECIPE: Recipe selected for *Written in Our Hearts* - a cookbook to benefit The Davy Jones Equine Memorial Fund (published June 2014).

COMPOSITION: Lyrics published in *Mr. Tambourine Man: The Life and Legacy of The Byrds' Gene Clark*, by John Einarson (Backbeat Books).

**MEMBERSHIPS,
CONFERENCES,
EDUCATION**

MIDWEST WRITERS ASSOCIATION (MWA) – *Member*

CHICAGO WRITERS ASSOCIATION – *Member*

WILLIAM FAULKNER-WILLIAM WISDOM CREATIVE WRITING COMPETITION – *Novel shortlisted for Finalist.*

BREAD LOAF WRITERS' CONFERENCE – *Novel workshopped.*

UNIVERSITY OF CHICAGO - Center for Continuing Studies
Effective Writing for Business and the Professions

INDIANA UNIVERSITY - Bloomington, Indiana
Telecommunications